

REMARKS

Applicants submit the above Amendment, and respectfully ask that it be entered and considered prior to examination.

The title of the application has been amended to better describe the present invention.

In the drawings, Applicants have amended Figures 3, 7, 8B, 8C, 9, and 19A. However, no new material has been added since the drawings are amended in order to be consistent with the written portion of the specification. In FIG. 3, the SAM reference in Platform 48 has been amended to reference number 38 instead of reference number 37. Previously, both the Tuner System and the SAM were labeled with reference number 37. In FIG. 7, reference numbers 188 and 189 were not referencing the correct elements. Reference number 188 should point to the "GUIDE" key and not the "TV" key. Reference number 189 should point to the "SEL" key and not to the "CBL" key. In FIG. 8B, reference number 203 has been added and points to the navigation information, in particular, the up and down arrows and "SEL" button. Reference number 199 has also been added and points to the title of the selectable browse-by list, "Featured Movies". In FIG. 8C, reference number 201a, referencing the movie "Analyze This" has been added. In FIG. 9, reference number 216 has been added to label the bottom portion of the browse-by screen 211. In FIG. 19A, there were two identical reference numbers 270. Reference number 271 now references the lower portion of the display containing the MOD title currently rented, the length of the MOD title, and the rental time remaining.

Upon entry of this Amendment, Applicants have amended the specification. However, no new matter has been added because the amendments address numerical designations and other clerical errors.

Claims 1-10 are pending in the present application. Claims 4 and 8 have been rejected under 35 U.S.C. 112, second paragraph. Claims 8 and 10 have been objected to, but would be allowable if rewritten. Claims 1, 2, 4, 5-7, and 9 have been rejected under 35 U.S.C. 102 (e). Claim 3 has been rejected under 35 U.S.C. 103(a).

Claims 2, 4, and 7-10 have been canceled. The subject matter of claims 4, 7, and 8 has been incorporated into claim 1. New claim 45 has been written to incorporate the limitations of claims 1 and

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10. New claim 46 is a duplicate of original claim 3 and has been written to depend from claim 45. Applicants believe, therefore, that claims 1, 3, 5, 6, 45, and 46 are now in condition for allowance.

Reconsideration and reexamination of the present application is requested in view of the foregoing amendments and in view of the following remarks.

CONCLUSION

The foregoing is submitted as a full and complete response to the Office Action dated March 11, 2005. Claims 1, 3, 5, 6, 45, and 46 will be pending in the present application upon entry of the present amendment, with claims 2, 4, and 7-10 being canceled. Based on the amendments and remarks set forth herein, Applicants respectfully submit that the subject patent application is in condition for allowance. Because the claims may include additional elements that are not taught or suggested by the cited art, the preceding arguments in favor of patentability are advanced without prejudice to other bases of patentability.

Upon entry of the foregoing Response, the above-identified patent application includes 2 independent claims. Because Applicants have previously paid for 44 total claims and 7 independent claims, Applicants submit that no additional fee is due. Should the Examiner have any comments or suggestions that would place the subject patent application in better condition for allowance, he is respectfully requested to telephone the undersigned agent at the below-listed number.

Respectfully submitted:

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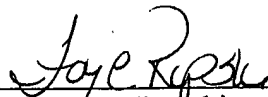
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on July 8, 2005.


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